

TRADE  
DEVELOPMENT  
ALLIANCE  
of  
GREATER  
SEATTLE

## In This Issue

Maritime 101, **page 5**  
Membership Information, **page 6, 7**  
Business Mission to Europe, **page 8, 9**  
Company Profile: Asian Pacific Assoc., **page 10**  
Company Profile: Invest NI, **page 11**

## The One in Three Region

### *International Greater Seattle*

*Adapted from a speech given by David Tang,  
chair of the Trade Alliance and partner at  
Preston, Gates and Ellis Law Firm*

In a Sherlock Holmes story, the criminal hid a key piece of evidence by placing it right out in the open. Greater Seattle's internationalization has become like that. It is so prominent, so out in the open, that people don't even notice it anymore. But it is important to recognize that the Greater Seattle region is the most internationally dependent one in the United States.

We have all heard the oft-quoted statistic that one in three jobs in Washington state is dependent on international trade. This figure comes from a 1999 study of imports and the Washington economy by **Robert Chase** and **Glenn Pascall** which found that imports account for 7 percent of the state's jobs.

Add this to the 25 percent that a **Dick Conway** study found are related to exports and you have nearly a third of the state's jobs based on international trade. The one-third figure means that 740,000 jobs in the Greater Seattle region are tied to

## Deadline Greater Seattle

### *IPC Seattle: Eight Years of Assisting Foreign Journalists*

A journalist is working on a story on Greater Seattle's software industry. A TV crew wants to obtain footage of the port. A Hungarian TV crew wants to do a story on the Experience Music Project. Eight years ago, all these tasks became easier for foreign journalists covering the Greater Seattle area when the International Press Center (IPC) Seattle opened its doors. Managed by the Trade Alliance, the IPC Seattle assists international journalists covering the Greater Seattle area.

IPC Seattle arose out of the Asia Pacific Economic Cooperation Leadership meetings that took place in Seattle in 1993. The Trade Alliance worked with the United States Information Agency (USIA) in managing the media logistics for those meetings which brought leaders from thirteen Asia Pacific countries to Seattle. The meetings and the media logistics were so successful and USIA was so impressed with the quality of assistance provided by the Trade Alliance that they decided it was important to continue to have an organization in the Greater Seattle area that could assist international journalists.

*Continued on page 2*

*Continued on page 4*

trade—anyway you cut it, that’s a lot of workers affected by international trade.

Two of our most important companies rely on international trade. More than 60 percent of Microsoft’s sales are overseas, and Boeing sells more than 70 percent of its planes internationally. Weyerhaeuser and Starbucks each generate more than 10 percent of their revenue from overseas sales. In fact, Starbucks’ number one revenue-generating

---

**Washington state as a whole exports nearly twice the national average per capita, ranking us the second-largest exporting state per capita in the country.**

---

store is located in Tokyo. Washington state, as a whole, exports nearly twice the national average per capita, ranking us the second-largest exporting state per capita in the country. Last year, Washington state exported \$35 billion.

Almost a third of Washington state’s agricultural production is exported internationally. Approximately 90 percent of Washington’s soft white wheat crop is exported. Dockworkers, freight forwarders, customs brokers, international accountants, bankers, not to mention lawyers, all do international work.

Of course, these are all obvious export/import jobs. It doesn’t take into account that 15 percent of visitors to King County are from international destinations according to the King County Convention and Visitors Bureau. Two and a half million visitors passed through Sea-Tac Airport in 2000. Thousands of international students attend our universities and community colleges, bringing in more than \$200 million to Washington’s economy every year. In fact, Edmonds and Seattle Central Community College are among the top in the nation

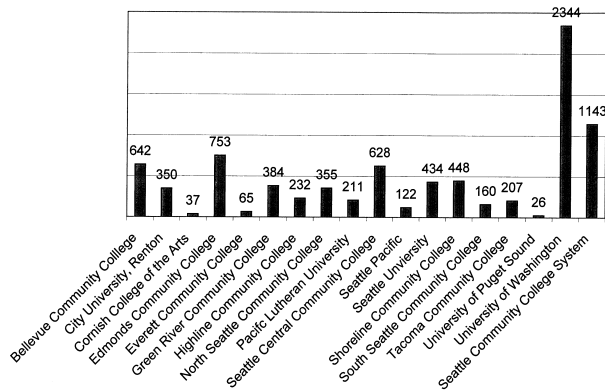
for attracting international students. Organizations such as PATH, World Vision and Care conduct programs all over the world and are an important part of our local landscape, providing jobs and expertise to the region.

The region maintains more than 30 sister city, county and port relationships around the world. More than 20 consulates and trade offices are located here as well as numerous international organizations, including country-specific organizations such as the Washington State China Relations Council, Japan-America Society and Foundation for Russian American Economic Cooperation. International chambers located here range from Norwegian to African. More than 10 percent of King County’s population is Asian American and more than 5 percent Hispanic/Latino.

This year, the state’s GDP is approximately \$220 billion. If we take one-third of that, then \$73 billion worth of economic activity in the state is dependent on international trade. Even if we only take a fourth of the state GDP, that is still \$55 billion.

Because the region is so international and because so many different facets of the economy

Number of International Students at Greater Seattle Schools



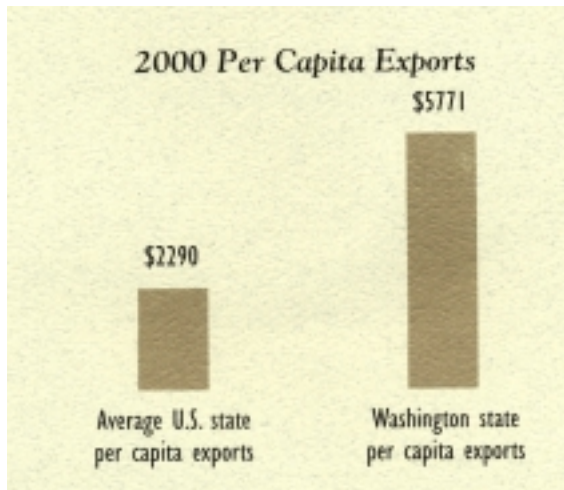
have international ties, the region has become a magnet for international delegations. The Trade Alliance works with and recruits delegations coming into the Greater Seattle area from all over the world. From South Africa to South America, from Poland to

*Continued on page 3*

## *International, continued from page 2*

Pakistan, we have worked with inbound business delegations, ambassadors, prime ministers and commercial counselors. We have set up meetings for Chinese telecommunications delegations, arranged a luncheon seminar for the South Korean Trade Minister to address our business community and organized one-on-one meetings for a Belgian software delegation. All of these activities especially help small and medium size businesses here in the Greater Seattle area who may not be able to afford the time and money to travel to distant markets. Through the Trade Alliance activities, we bring those markets to them.

In working with all these inbound delegations, we gain a sense of what the rest of the world is doing and how they are presenting their markets. Guess what? Everybody is working to be what Seattle already is—a high tech, internationalized economy. Every region is working to build their information technology sectors, their biotechnology industry and



other high tech possibilities. A recent Brookings Institution study noted that 83 percent of local and state economic development agencies around the United States have listed biotechnology as one of their top two targets for industrial development. The Taiwan Science and Technology Minister was recently in Seattle. He reported that his country is investing \$5 billion to build a biotech center. Kobe, Japan is investing \$500 million on a similar effort.

Regions around the country and world want what we have and will not be shy about taking it if necessary. They understand they are in a competition.

The Trade Alliance plays a unique role in that it is the only economic development organization which has region-wide representation. Our Board is made up of entities from Snohomish, King and Pierce counties. Our funding comes from King and

---

**The Trade Alliance plays a unique role in that it is the only economic development organization which has a region-wide representation.**

---

Snohomish County governments, the cities of Seattle and Everett, the ports of Seattle and Tacoma and the Greater Seattle Chamber of Commerce. Organized labor is represented on our Board. The Trade Alliance works closely with other international organizations in the region such as the Japan-America Society, the Washington State China Relations Council and the Foundation for Russian American Economic Cooperation. We work with trade policy and international education organizations such as the Washington Council on International Trade and the World Affairs Council. Every day, the Trade Alliance and these organizations are reminded of Greater Seattle's ties to the world.

"All politics are local," said former Speaker of the House Tip O'Neil. "All economics are regional," recently noted Greater Seattle Chamber President Steve Leahy. If both adages are true, and they are, it's equally true that all competition is global. We see this daily in our region. Seattle is not competing with just Portland or Vancouver, B.C. or even Chicago. Today, metropolitan regions are competing with regions around the world. The Trade Alliance works every day to maintain Greater Seattle's international position.

After all, the region was already the most internationally-trade dependent in the country. World renowned firms such as Microsoft, Boeing, Weyerhaeuser and others were located here. The region was increasingly a place for stories for the international press.

In an agreement with USIA, the Trade Alliance agreed to manage an international press center. At that time, Seattle became the second privately-run international press center in USIA's network, with the other one being in Chicago. USIA-managed and funded press centers were located in Washington, D.C., New York and Los Angeles. Since that time, USIA became part of the U.S. State Department and the network of private international press centers expanded to five, including those in Houston, Atlanta and Miami.

What hasn't changed is IPC Seattle's continued efforts to assist international journalists. Over the years, the center has assisted TV crews from China, French newspaper reporters, Canadian radio broadcasters, Japanese journalists and media from all over the world. IPC Seattle has also worked on media logistics for other large international

conferences that have taken place in the Greater Seattle area since APEC. IPC Seattle assisted media during the visit of Russian Federation President Boris Yeltsin in 1994, the Quadrilateral Trade Ministerial Meetings in 1996 and the World Trade Organization Ministerial Meetings in 1999, among others.

Journalists are now referred to IPC Seattle by Greater Seattle area companies who are working with media themselves. Journalists also have found out about our region and the center through the *Journalist Reference Guide* found on our web site (see sidebar below).

IPC Seattle can and does assist journalists either while they are here in the Greater Seattle region or from the comfort of their own homes when they call or email for information.

The press center assists foreign journalists in setting up interviews and making contacts throughout the Greater Seattle region and also offers research assistance. It can also provide office space with access to telephones, a computer, copies and fax. So, if you're a journalist covering Greater Seattle, IPC Seattle is there to help. Give us a call or email at 206-389-7330 or [tdags@seattlechamber.com](mailto:tdags@seattlechamber.com)

### Journalist Reference Guide to the Greater Seattle Universe

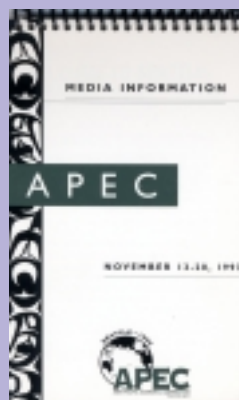
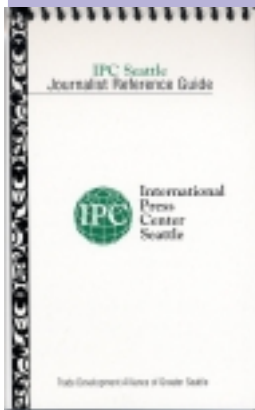
IPC Seattle's *Journalist Reference Guide* contains just about everything a journalist needs to cover the Greater Seattle area. It includes information on getting around the region, top story ideas, a world timetable, background information on the region, local statistics, locations for great photo opportunities and much more.

Designed in a handy pocket book format for ease of use, the full text of the *Guide* is also available on the Trade Alliance's web site at

[www.seattletradealliance.com](http://www.seattletradealliance.com)

The *Journalist Reference Guide* is an adaptation of the original media guide produced for the Asia Pacific Economic Cooperation meetings held in Seattle in 1993. Since then, the *Guide* has been updated and was also specially adapted for the WTO Ministerial meetings.

We are again revising and updating the *Guide* to reflect the ever changing, dynamic region. Check out the *Guide* online or ask for a printed copy by contacting the Trade Alliance at 206-389-7301 or [tdags@seattlechamber.com](mailto:tdags@seattlechamber.com)





## Maritime 101

### Greater Seattle's Maritime Educational Institutions

*Row, row, row your boat,  
gently down the stream...  
Merrily merrily merrily merrily  
life is but a dream*

A simple nursery tune to some, but in Greater Seattle, it's an anthem of sorts. Long recognized as a center for maritime-related industries, Greater Seattle is steadily bridging its many educational institutions to those industries, realizing that the earlier it starts to train the next generation of maritime workers, the easier it will be to sustain the industry and keep it alive and vibrant for many more generations to come.

The Sea-Air School at the **Port of Seattle**, for

---

**As home to major fishing and other maritime industry, important federal offices and marine laboratories, and dynamic education and research institutions, Greater Seattle is an ideal place where these different fields can meld together in harmony.**

---

one, sets out to educate students of all ages about the Port and the diverse facilities and services at both the sea and airports. In addition, students learn about the important role the Port plays in the community and the many different jobs that are linked to Port activities. Each year, more than 17,000 elementary, middle and high school students participate in classes and harbor tours.

A formal curriculum for maritime education begins as early as high school. An innovative program at **Ballard High School**--in collaboration with the **Ballard Maritime Academy**, the **Youth Maritime Training Association** and myriad community partners--offers students the opportunity to enroll in special college preparatory, interdisciplinary marine science and liberal arts

courses starting from freshman year all the way to senior year. Incorporated into each course are lectures, laboratory experiences, and field trips that offer youngsters a true hands-on approach to learning more about maritime-related industries and careers.

It doesn't stop there. The **Institute for Marine Studies at the University of**

**Washington** is one of few such programs in the United States dedicated to providing teaching, research, and public service on contemporary problems in ocean and coastal management.

**Seattle Central Community College's Seattle Maritime**

**Academy** is a fully accredited maritime college offering a variety of maritime education and training opportunities. In addition, **Green River Community College** offers customized programs addressing specialized port administration needs in addition to a variety of maritime related programs.

As home to major fishing and other maritime industry, important federal offices and marine laboratories, and dynamic education and research institutions, Greater Seattle is an ideal place where these different fields can meld together in harmony. And as the region continually seeks to enhance the vital partnership between the maritime industry and education, it is sure to maintain its place as one of the great gateways of the world.



For more information on Greater Seattle's maritime industry, check out our maritime sector brochure:

*Your Partner on the Water*, online at  
[www.seattletradealliance.com](http://www.seattletradealliance.com)

## New members of the Trade Alliance

### **Encompass International Inc.**

Edmonds-based company offering regulatory and quality assurance services to assist manufacturing companies in meeting U.S. government requirements effectively and cost-efficiently.

### **Invest Northern Ireland (Invest NI)**

Public body replacing the Industrial Development Board (IDB) and assisting companies locating to the region in gaining access to practical and financial support to successfully develop their businesses.

### **Majesco Software, Inc.**

Wholly-owned subsidiary of Mastek, a global IT applications outsourcing company delivering added value to businesses through cost savings, productivity, improved quality and time-to-market.

### **StairMaster Health & Fitness Products, Inc.**

Leading manufacturer of fitness equipment with a long history in sports medicine offering a full family of products designed to help people stay healthy, control weight, live longer and enjoy exercising.

### **Stoel Rives LLP**

One of the fastest-growing business to business law firms in the Northwest offering full legal expertise to clients ranging from small start-up companies to large, internationally-known public companies.

### **Xcyte Therapies**

Seattle-based biotechnology company dedicated to developing and commercializing cell-based therapeutic products that harness the power of the immune system to treat cancer and infectious diseases.

*For more information, or to establish your company's membership, contact Jenny Steen, (206) 389-7289, [jennys@seattlechamber.com](mailto:jennys@seattlechamber.com)*

## MEMBER

The Trade Alliance welcomes companies to join our membership. Nearly 100 members. For an annual fee of

- \* be included in our data bank according to your specific geographic and business interests.
- \* be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- \* receive reduced rates for Trade Alliance programs and marketing materials.

.....

Welcome to our new

**Invest Northern Ireland**

Thank you to our current

**APCO Worldwide, Inc.**  
**Asia Pacific Travel**  
**Bank of America**  
**The Boeing Company**  
**The Commerce Bank**  
**Davis Wright Tremaine L.L.P.**  
**Denny Miller Associates**  
**Fluke Capital Management, LP**  
**Fred Hutchinson Cancer**  
**Research Center**  
**Hexcel/Heath Tecna Aerospace Co.**  
**Invest Northern Ireland (Invest NI)**  
**Kobe Trade Information Office**  
**Lane Powell Spears Lubersky LLP**  
**Liebman-Mimbu, PLLC**  
**Microsoft Corporation**

## MEMBERSHIP

Companies and organizations  
by 200 firms are currently  
\$150 your company will:

- \* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.
- \* be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;
- \* receive our quarterly newsletter and other regular mailings.
- \* receive free and automatic linkage from our Internet site to yours.

West patron member!

Ireland (Invest NI)

Current patron members!

**Miller Nash LLP**  
**Perkins Coie**  
**Philips Medical Systems**  
**Ultrasound**  
**Preston Gates & Ellis LLP**  
**Providence Health System**  
**Sheraton Seattle Hotel**  
**& Towers**  
**Starbucks Coffee Company**  
**US Bank**  
**The Walter Group**  
**Washington First International**  
**Bank**  
**Washington Mutual, Inc.**  
**Wells Fargo HSBC Trade Bank**  
**Westin Hotel**

**The Trade Alliance thanks the  
following who have renewed their  
memberships since July**

### 5+ Years with the Trade Alliance

Bank of America  
 Golden Bridge International  
 HomeStreet Bank  
 Kent Chamber of Commerce  
 NBBJ  
 Port of Olympia, USA  
 Pryde Corporation  
 Seattle Community College District VI  
 Seattle Public Library  
 Simburg, Ketter, Sheppard & Purdy  
 Sound International, Inc.  
 Swedish Health Services, International  
 Patient Services  
 Thompson Merchandising & Supply  
 Totem Ocean Trailer Express, Inc.  
 Uwajimaya Inc.  
 Washington State Office of Trade &  
 Economic Development (OTED)  
 Washington State Trade & Convention Center  
 Wildlife Sportsfishing of Costa Rica

### 1 - 4 Years with the Trade Alliance

Consulate General of the Republic of Korea  
 ELS Language Centers  
 Ivar's Acres of Clams  
 Rovers  
 Washington Academy of Languages

## Experiencing the EU

### Business and Trade Mission to UK, Netherlands & Belgium

The UK, Netherlands and Belgium are known for many things including art, history and business. They now know much more about Greater Seattle as well after a highly successful business and trade mission organized by the Trade Alliance earlier this month.

The business and trade mission was led by Snohomish County Executive **Bob Drewel**, **Ken-neth Kirkpatrick**, president of Washington Commercial Banking for US Bank and **David Tang**, partner at Preston Gates and Ellis law firm.

The mission began in Bristol, home of the U.K.'s aerospace industry and a region with which Greater Seattle has long ties. The Trade Alliance organized a previous business mission to the U.K., including Bristol, in 1995, as well as a study mission in 1997. Over the years, the Trade Alliance has continued to nurture the relationship. This March, Bristol is planning on bringing an aviation mission to the Greater Seattle region. In addition, later this fall, **John Savage**, Chamber CEO and high sheriff of Bristol and **John Burke**, president of the Bristol Chamber of Commerce, will also travel to the region. So businesses that could not participate on this trip, will in effect have a trade mission come to them thanks to Trade Alliance efforts to bring Bristol and the U.K. to Greater Seattle.

Greater Seattle and its assets were presented at a

briefing in Bristol on the first day of the trip to Bristol's business community. **Ken Kirkpatrick** and **Peter McMillin**, director of Business Development for the Washington State Office of Trade and Economic Development presented "Greater Seattle and Washington State Trade and Investment Opportunities."

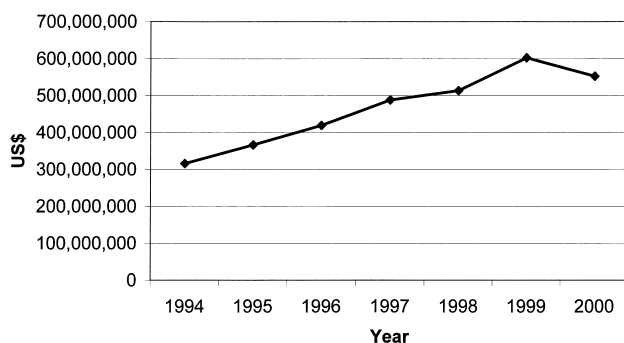
Delegates took advantage of many other networking opportunities to explore this dynamic region of the UK. Greater Seattle delegates met with representatives from Lloyds Bank, the Lord Mayor of Bristol and other leaders of the Bristol community.

Next the delegation traveled to London for a full itinerary. A reception with the London First Center was hosted by Greater Seattle architectural firm NBBJ. The reception was very well attended despite a transit strike that was going on in the city. Of course, there was good incentive for people to attend since Washington state wine was served at the reception courtesy of the Washington Wine Commission.

While in London, delegates met with the Lord Mayor of London **Michael Oliver**. Lord Mayor Oliver will be leading a delegation to Greater Seattle this October; the Trade Alliance is hosting a business briefing with the Lord Mayor on the morning of Wednesday, October 16 (contact Lili Hein at 206-389-7227 or [lilih@seattlechamber.com](mailto:lilih@seattlechamber.com) for details).

With Greater Seattle's economy so tied to international trade and with the UK one of Washington state's top trading partners, the business mission comes at an important time. The UK is Washington state's top trading partner in Europe. In 2000, the UK was the second-largest purchaser of Washington state exports. In the same year, two-way, pass-through trade with the UK totaled \$5 billion, making the UK our state's sixth-largest trading partner overall. Our trade with the UK is not just merchandise exports and imports. Visitors from the UK to Washington constitute the second-largest number of tourists to our state. The UK is also currently one of the strongest economies in Europe.

**WA State Non-Transportation Exports 1994-2000 to the United Kingdom**



*Continued on page 9*



## *In the EU, continued from page 8*

After London the group traveled to Cambridge for a series of meetings and networking opportunities. David Tang and Bob Drewel moderated a meeting at the University of Cambridge with business, university, government and chamber leadership for Cambridge and East of England. **Peter Hewkin** of Cambridge Network talked about information technology. Also speaking was Roger Needham, who heads up Microsoft's research facility in Cambridge. As in the other places visited, a reciprocal mission is planning on coming to Seattle soon. Cambridge is organizing an information technology mission to travel to Greater Seattle--being an information technology center ourselves!--sometime in February.

From the UK, the business mission traveled to one of the great trading cities of the world and one of Washington state's fastest growing trade partners, Amsterdam. Exports to the Netherlands from Washington state increased 64 percent since 1997 and 143 percent since 1991.

**John Koster**, Snohomish County Councilmember moderated a briefing given by **Gus Maffry**, senior commercial officer of the U.S. Embassy at the Hague. Maffry noted that the Netherlands is a mighty global economic power, especially for a country the size of Maryland. U.S. Ambassador

### Cities on the agenda:

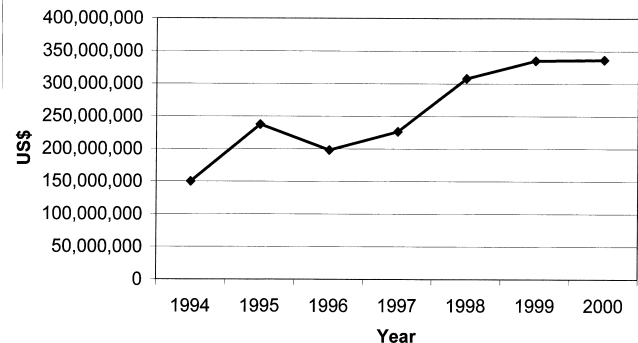
- London, Bristol, Cambridge
- Amsterdam, the Hague
- Brussels

to the Netherlands **Clifford Sobel** made a surprise appearance and talked to the delegation for 20 minutes

The delegation also participated in a networking luncheon the Dutch Chamber of Commerce at which numerous important Dutch companies attended.

The Netherlands has become an important transshipment point for all of Europe. And, of course, Greater Seattle is one of the great transshipment points for the United States. At the Amsterdam Chamber offices the Greater Seattle delegates discussed the two region's similarities with the

**WA State Non-Transportation Exports 1994-2000 to The Netherlands**



Amsterdam Port Authority. Starbucks Coffee Company is setting up their European roasting facility in Amsterdam. The delegation toured the facility seeing one of Greater Seattle's landmark companies in action in Europe.

Brussels was the last stop on the busy business and trade mission. Brussels is the seat of the European Union and briefings there provided valuable insight for the delegation on doing business in the new Europe. The delegation was briefed by US Embassy officials as well as by the EU Directorate General for the Internal Market. This provided the delegation with the opportunity to examine the current state of the EU and to better understand the increasingly complex US - EU trade relationship.

With the euro replacing national currencies of twelve EU member states last year, there is now a single currency market of 300 million European citizens. The business and trade mission presented the Greater Seattle region to three of the most important parts of this new economy--trading partners of immense importance to our region. With missions coming in return from this mission to Greater Seattle, the important international relationships will continue to grow and prosper.

## Company Profile: Asian Pacific Associates Inc.

**A Patron Member of the Trade Alliance**

Asian Pacific Associates Inc. is a full service travel agency based in Seattle, Washington. The main focus of our company is to provide the best in customer service and wallet friendly pricing when traveling to China and throughout Asia. Founded in 1993, the company is divided into three divisions working together as a single entity allowing for a “one-stop shopping” network. Our customers receive only the best in prices as well as friendly knowledgeable staff to assist them when making their travel arrangements.

The first division is known as Asian Pacific Travel, our retail travel agency established to market airline tickets and tour packages worldwide. The highly experienced staff in this division are capable of arranging any type of travel for the client. Our multi-lingual staff,

fluent in  
Cantonese,  
Mandarin,  
Taiwanese,  
Japanese,  
Filipino and

English, are ready to serve you and fulfill all your travel needs.

Division 2 is APAC Tours and Travel, our wholesale network specializing in domestic USA tours. As an exclusive tour operator of Alaska Airlines, this department is able to book and arrange your special vacations in Disneyland, Las Vegas or any other leisure destination. The specialty of this division is the arrangement of travel to China Asia. Our close working relationships with EVA Airways, China Airlines and Air China have given us the opportunity to create our “Ambassador Program” which provides the business traveler a full range of services which we are able to arrange for those special trips abroad..

Our special liaison offices in Asia are fully equipped to meet and assist at the airport, provide interpreters, assist with visa requirements and arrange

all types of business meetings and tours. Our staff in Asia is recruited from some of the most famous institutions such as China Travel Service (CTS) in Beijing and Shanghai and the Taiwan Visitors Bureau in Taipei. Time permitting from your business trips, we offer some of the most affordable tour packages to Thailand, Hong Kong, Malaysia, Japan and Korea. So after a successful trip to China, treat yourself to a relaxing mini vacation and let APAC Tours arrange it all for you!

Our final division is APAC International Host, which handles all inbound traffic from Taiwan and China. Proudly acting as a tour operator of EVA Airways, our customer base is split evenly amongst travelers to and from the US. As handling agent for EVA Holiday, we are committed to maintaining a

high standard of  
performance which is  
required by the airline.  
Our group department  
is capable of handling  
all sizes of groups, from  
2 to 2000 people.

2002 saw the addition of our special student cultural exchange program. With arrangements from many of the local colleges and universities in Washington state, we are arranging for students from the US, China and Taiwan to travel to each other’s countries to learn, study and appreciate the cultural diversities in each destination. Through this program it is our aim to allow the student an opportunity to experience life in another country and to gain an understanding of the diverse lifestyles.

So, when planning a trip across country or around the world, let the experienced staff of Asian Pacific Associates Inc. take care of all your travel needs!

*For further information, please contact (206)  
624-9168 or email: [apainc1993@yahoo.com](mailto:apainc1993@yahoo.com)*

## Asian Pacific Associates Inc.

## Company Profile: Invest Northern Ireland

A Patron Member of the Trade Alliance

‘Invest Northern Ireland’ is the economic development agency of Northern Ireland (NI) that assists growing companies to establish and expand in NI, particularly those in the knowledge-based sectors. As a non-profit public body, the agency provides a broad range of professional advice and assistance, including tailored financial support, to help companies get started quickly and to develop their business in NI.

Companies have been locating in Northern Ireland (NI) over the past several decades to gain access to the region’s high-quality workforce and to leverage the region’s favorable business climate. In the past decade alone, North American companies have invested more than \$4 billion. Key industry sectors include high-value software development, financial services, engineering, aerospace, biotechnology sciences, and call/contact centers. North American companies already located in NI include **Seagate** (thin film recording heads), **Segue Software** (software for e-business), **Raytheon** (software for aerospace industry), **Analog Devices** (integrated circuit wafers), **ABC Laboratories** (bioanalytical and product development services), **Allstate Insurance**

---

**Northern Ireland (NI) has proven to be a competitive location to externally-owned companies for several reasons**

---

(software development), **Openwave Systems** (software development for wireless) and **Digital Theater Systems** (digital audio technology).

Stream International in NI was named “European Call Center of the Year” in 2001.

Northern Ireland (NI) has proven to be a competitive location to externally-owned companies for several reasons. NI has a young and well-educated workforce that is highly productive, innovative, and cost-effective. NI’s two-internationally recognized universities have been key to developing the region’s technology and knowledge

industries, and educational attainment is high. Labor and operating costs are as much as 50 percent lower than in the United States. NI is a region of the United Kingdom and benefits from the strength of the UK economy and its low-inflation, low-interest rate climate. NI’s efficient and cost-effective links to Europe and beyond make it an ideal beachhead to the European marketplace. NI also

boasts a modern infrastructure and an advanced, fully-fiber optic telecommunications infrastructure. This resilient, digital network provides high-speed voice and data connections throughout the world.

Invest Northern Ireland delivers its flexible and comprehensive service offerings through a worldwide network of offices. Services include the identification of investment and market opportunities, employment and training support, university research links, land and property options, access to professional services, and tailored visit programs. Tailored financial assistance is readily available that include capital grants, employment grants, and R&D grants.

*For further information, please contact Christine Malmberg, Invest Northern Ireland, at (408) 441-0544 or [christine.malmberg@investni.com](mailto:christine.malmberg@investni.com) or visit their website: [www.investni.com/invest](http://www.investni.com/invest)*





---

TRADE  
DEVELOPMENT  
ALLIANCE  
*of*  
GREATER  
SEATTLE

---

**The Trade Development Alliance of Greater Seattle** is a partnership of the **City of Seattle, Port of Seattle, Port of Tacoma, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

1301 Fifth Avenue, Suite 2400  
Seattle, Washington 98101-2603 U.S.A.  
Tel: (206) 389-7301  
Fax: (206) 624-5689  
[www.seattletradealliance.com](http://www.seattletradealliance.com)  
Email: [tdags@seattlechamber.com](mailto:tdags@seattlechamber.com)

**Trade Development Alliance of Greater Seattle**  
**1301 Fifth Avenue, Suite 2400**  
**Seattle, Washington 98101-2603 U.S.A.**

PRSRT STD  
US POSTAGE  
PAID  
Permit No. 1031  
Seattle, WA